



WEWS

ORDER

Flight Dates **10/22/12-11/05/12**

Contract / Revision **306932 /**

Original Date / Revision
08/03/12 10/23/12

Advertiser **Republican Senate Campaig**

Product

Agency Com 15%

Billing Contact

**7720 Benson Road
Carroll, OH 43112**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	48	\$56,865.00	\$66,900.00	0.00
November 2012	59	\$74,885.00	\$88,100.00	0.00
Totals	107	\$131,750.00	\$155,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	48	\$56,865.00	\$66,900.00
10/29/12	11/05/12	59	\$74,885.00	\$88,100.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/22/12	11/05/12	M-SU 11-1135P Late New	CM	11-1135p	-----	:30	0	\$3,000.00	P-1	0.00	NM	9	\$27,000.00



WEWS

Contract / Revision **306932** Flight Dates **10/22/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 10/23/12

Order Sep 00:20:00

Advertiser	Republican Senate Campai	Product
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Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/22/12	11/05/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	-----	:30	0	\$750.00	P-1	0.00 NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5				\$750.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		5				\$750.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$750.00		0.00		
N 3	WEWS	10/22/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	:30	0	\$950.00	P-1	0.00 NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		3				\$950.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$950.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$950.00		0.00		
N 4	WEWS	10/22/12	11/05/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	:30	0	\$950.00	P-1	0.00 NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		3				\$950.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$950.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$950.00		0.00		
N 5	WEWS	10/22/12	11/05/12	M-F 9-10a Live With Kelly	CM	Live With Kelly	-----	:30	0	\$650.00	P-2	0.00 NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5				\$650.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		5				\$650.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$650.00		0.00		
N 6	WEWS	10/22/12	11/05/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p (12:00 PM-12:30 PM)	-----	:30	0	\$1,200.00	P-1	0.00 NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,200.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,200.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$1,200.00		0.00		
N 7	WEWS	10/22/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p Dr Oz	-----	:30	0	\$1,000.00	P-2	0.00 NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,000.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,000.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00		
N 8	WEWS	10/22/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-----	:30	0	\$2,500.00	P-1	0.00 NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5				\$2,500.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		5				\$2,500.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00		
N 9	WEWS	10/22/12	11/05/12	M-F 730-8P 730-8p	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00 NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,200.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WEWS	10/22/12-10/28/12	M-F 730-8P		730-8p		MTWThF----	:30	(\$1,200.00)	0.00	NM		
			See MG 9.12											
			[hra]											
	12	WEWS	10/24/12-10/28/12	M-F 7-730p		7-730p		--WThF----	:30	\$1,200.00	0.00	NM		
			Ⓜ MG for 9.2 10/25											
			[Per Bob]											

